

Report of Sub-Committee
on Staff-Management-Courses
by Don K. Wright

There seem to be several questions which need to be answered. A few of these questions are as follows: (1) Since the station will be student operated, what class-oriented training, if any, should be required by the University?; (2) What should be the nature of the course or courses; (3) What department in the University should teach the courses; (4) Should the committee become directly involved in outlining a staff and management for the new station.

In attempting to answer these questions and others the following approach will be followed:

- (1) What do we now have in the way of radio broadcasting at Lehigh?
- (2) What do other universities, comparable to Lehigh, have in the way of educational FM stations?
- (3) What is the history of radio teaching at Lehigh?
- (4) What courses should be offered in order to adequately prepare the station's personnel?
- (5) To what department should the station director be related?
- (6) What type of faculty director should be employed?

Our Present AM Set-Up

It will be remembered that a review of our present program was discussed in our first committee meeting. Parenthetically it can be noted that the students ably run the AM station. They man the station with the usual personnel--station manager, program director, announcers, etc. We were told that over 100 students participate in WLRN. The station is, of course, confined to the campus only.

What Other Colleges Maintain in FM Broadcasting

This is not within the scope of this report, since we already have received a report from 36 colleges similar to Lehigh. It is mentioned here only to underline the advantages of our following the experience of others.

Perhaps it should be reviewed here that other colleges essentially fall into three categories: (1) student run with faculty advisor (not managers or directors--merely in an advisory capacity); (2) one faculty director with student staff; (3) two or more professional employees including managers and engineers. There seemed to be almost a unanimous agreement that when the sound of the station goes off campus, then a faculty director is in charge of the operation.

Brief History of Radio Teaching at Lehigh

Radio courses were taught for several years at Lehigh up until two years ago when the station facilities and courses were put in mothballs. The reason for discontinuance seems simply to be that student desire for the courses diminished; thus, with no demand, no courses.

It has been suggested by some that present announcing on the campus AM station suffers for lack of professional direction. The students perpetuate their kind and in so doing, sometimes, practice and teach poor broadcasting techniques. There appears to be, however, unanimous agreement that the students have done a fantastically admirable job in the station despite some non-professional inaccuracies.

The questions for concern are: (1) where have the courses been taught? and (2) what courses have been taught?

First, over the last seven years there have been three courses taught in the Division of Speech (with the exception of 1960 and 1961). The courses were (1) Speech 41 Broadcasting in America, which dealt with radio history and theory; (2) Speech 51 and Speech 51 Radio Workshop (successive workshops), which were practical courses in the organization and production of radio and television programs, development of radio voice, radio techniques, with emphasis on the use of radio in the fields of journalism, advertising, business, and dramatics. All of these courses were related to practice over the local radio set-up on the third floor of Christmas-Saucon Hall.

What Courses Should Be Offered For an FM Set-Up?

Perhaps it can be categorically stated at the outset that since the sound of Lehigh would be spanning a several-mile radius off campus, then the responsibility of the effort should fall into the hands of a staff member. And, it is the opinion of this report that not only should courses of practical nature be offered in order to properly orient the student staff, but also that the same logic that says training and direction is necessary would also say that the student should be required to take a minimum block of formal training as prerequisite to station participation.

Well, then, what courses should be required? Whatever motivated the inclusion of the present slate of courses in the Division of Speech viz. Speech 41, 51 and 52 as outlined previously, seems to have been based on the belief that there should be a blending of history, radio technique and procedure, and proper voice and diction as a sound basis--as a start--for radio personnel. These courses would, therefore, seem to satisfy the minimal requirements for training radio personnel. First, they are already in the catalog. Second, the courses would be adapted by the faculty station director according to his training and experience. In other words, the students should understand the history, philosophy, federal set-up, as well as the methods of proper voice and diction.

Faculty Director: Related to What Department in the University

First, perhaps it has been assumed that a minimum set-up would have a faculty station director. Would Lehigh FM want also a professional station engineer or several engineers? Perhaps it can be agreed that the responsibility should be in the hands of a staff member who is professionally trained for the position and, also, that a station cannot be run by less than adequate engineering personnel. Thus, some schools have hired professional managers and engineers. The situation at Lehigh, however, seems to be different. First, WLRN has functioned well with student engineers and with faculty engineers in an advisory capacity. Second, as a corollary to the first, Lehigh as an engineering school is in a good position to utilize student help in this capacity.

Now, as has been stated previously, the radio courses have been taught in the past out of the Division of Speech of the Department of English. The question comes, however, could not the faculty station director function just as well out of the College of Engineering or the Division of Radio of, say, the Department of English. It would seem unlikely that he would be a staff member unrelated to a Department in the University, since one of his purposes would be to teach courses.

Although there could be some justification for the man to be related to the Division of Journalism, or to be chairman of a new Division, there seems to be more justification for relating the man to the Division of Speech. First, the courses are already in the Speech curriculum. Second, the preponderance of training centers for radio personnel in the M.S. and Ph.D. programs are in Speech Departments around the country. Third, as a corollary to number two, the primary professional agency for securing an M.A. or Ph.D. in Educational Radio is the Speech Association of America's Placement Service. The SAA Placement Service is a non-profit, extremely effective agency with comprehensive distribution.

Since the station director would be teaching a minimum of two or three courses plus directing the station, then there should be some safeguards in his contract to the extent that he would not be called on to, say, teach speech courses other than those of radio content.